



# Immersion and emotional reactions to the ambiance of a multiservice space: the important role of perceived congruence between scent and brand image

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Auteur	Dauce, Bruno [1], Legoherel, Patrick [2], Errajaa, Karim [3]
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Mots-clés	emotional reactions [4], immersion [5], olfactory congruency effect [6]
Résumé en anglais	<p>This article examines the way perceived congruence between scent and brand image affects emotions and immersion to the ambiance of a physical space. An experiment was undertaken in a space belonging to the AntiCafé company and branded Anti-Café (N = 303) based on a design examining three conditions (presence of congruent scent vs. presence of incongruent scent vs. absence of scent). When the scent is perceived as congruent with the brand image of conviviality, sharing, coffee, and coworking, consumer reactions to the ambiance are more favorable, measured by emotions and immersion. The results and implications of this study are discussed in relation to theory and managerial practices.</p>
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